MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK2034 – MARKETING STRATEGY

(All sections / Groups)

16 MARCH 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page (excluding cover page) with 5 Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

Explain FIVE (5) key issues in pricing strategy.

(20 Marks)

QUESTION 2

Explain FIVE (5) advantages of branding.

(20 Marks)

QUESTION 3

Explain FIVE (5) potential ethical product issues in the marketing program.

(20 Marks)

QUESTION 4

There are many approaches to marketing implementation. Explain, with advantages and disadvantages, what is meant by implementation by command.

(20 Marks)

QUESTION 5

As products become further commoditized, it becomes very difficult for marketers to make their products stand out among a crowd of competitors. What are the FOUR (4) issues that stand out when determining how a business can improve the quality of their products?

(20 Marks)

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